Social Media:
The Good,
the Bad,
and the Mysterious

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A Simplified History of the Web and the Popular Internet

First generation Worldwide Web (1989/1991 to about 1999/2003): unstructured websites with limited interactivity

- For a satirical example, see B1FF's webpage: http://web.archive.org/web/20041204042147/www.panix.com/~clays/biff/

Web 2.0 : more structure, richer interactivity and user participation

- Examples: Amazon, Blogs, EGroups/YahooGroups, Wikipedia, Del.icio.us, Myspace, Facebook, Youtube, Flickr, GoogleMaps, GoogleDocs

A Simplified History of the Web and the Popular Internet (cont.)

Client-Server architecture: Content is stored centrally on a server and retrieved locally by a client

- Examples: terminal-mainframe, email client-email server, browser-website

Peer to Peer (P2P): Challenge to the client-server model - each node or "peer" serves as both client and server

- Examples: USENET*, Napster*, BitTorrent, Skype*, YaCy

Cloud Computing: return to client-server model for richer Web applications

- Examples: Salesforce, Amazon Web Services, Google Docs

A Simplified History of the Web and the Popular Internet (cont.)

Content management system (CMS): software for maintaining and modifying a website through the website itself

- Examples: Drupal, Wikimedia, Wordpress, (Deme)

The Social Web

User-generated social content. Social web applications enable site visitors to submit content that others can access, such as photos, their own profile data, links to other web- sites, and comments on other users' content.

Social networking. Users of social web applications join together in online groups and relationships (e.g. friends), which allow them to see identity-related information about the people to whom they are connected.

Collaboration. Users engage in conversations, co-creation of content (e.g. on wikis), collaborative filtering, and collective action.

Cross-platform data sharing. Increasingly, sharing content requires that a user be able to transfer data across sites, implying that the site on which the remote content is to be shared can interface correctly with the other site痴 data. When the remote data need to be processed locally, the two sites must agree on its meaning, which is a defining characteristic of the *semantic Web*

Social Media: The Good

Keeping in touch with friends and family

Sharing experiences with friends and the world

Learning about and meeting new people

Finding people who share your interests

Online environment reflects social structure in our lives, which may help us

Presenting a more complete view of yourself to the world than your appearance can convey

Other good effects?

Social Media: The Bad

Cyberstalking and predators

Bullying and harassment

Privacy leaks

Past behavior could haunt you later

Perhaps a false, mediated sense of connection with others

Other bad effects?

Social Media: The Mysterious

How do social networks and social media affect...

- how we spend our time?

- the type, quality, and number of relationships we have?

- the private and public meaning of our relationships?

- how we think about privacy versus openness?

- what we talk about?

- our ability to get together and work for changes in the world?

- other aspects of our lives?